

Abstract of the Invention

An advertising method and system is disclosed in which a picture or video of a member of the public is superimposed on a picture or video advertising a product or service. A picture or video of a person is taken and input into an image processing system in which the picture or video of the person is superimposed onto a picture or video advertising a product or service to generate a composite picture or video which is then output to a display for display in a public place.